

## Everbridge Delivers Super Bowl 50 Attendees and Bay Area Residents New Community Engagement Solution for Near Real-Time Updates and Safety Alerts

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***Text Keyword SB50 to 888-777 to Receive Critical Information and Safety Updates from Nixle Community Engagement***

BURLINGTON, Mass.-(BUSINESS WIRE)-[Everbridge](#), a global provider of SaaS-based unified critical communications solutions, today announced its [Nixle Community Engagement](#)™ and notification system will be used to help keep San Francisco Bay Area residents and fans safe and informed in the days leading up to and during Super Bowl 50, which is taking place at Levi's Stadium in Santa Clara, CA on February 7, 2016. The [City of Santa Clara Police Department](#), operating the Joint Information Center (JIC) for Super Bowl 50, will leverage Nixle to offer subscribers easy access to safety, weather, traffic and emergency alerts.

The Nixle opt-in process is simple: residents, visitors, Super Bowl fans and attendees can simply text the keyword [SB50 to 888777](#) to receive the latest information and updates from the JIC throughout the event. Current subscribers in the affected areas will continue to receive their regular local alerts from Nixle and can choose to opt-in to SB50 for Super Bowl specific information.

"Providing relevant, important information right when it happens is essential to helping keep everyone safe and informed during major events involving large crowds. Our Nixle Community Engagement solution provides near real-time connectivity between local officials, fans and residents through the simplicity of text messaging and a single keyword," said Jaime Ellertson, CEO of Everbridge. "Our commitment to help build stronger, safer and more engaged communities perfectly aligns with the Bay Area JIC's promise of safety and security over the course of Super Bowl 50. We're excited to be a part of the big game."

From managing severe weather communications related to the summer 2015 string of [wildfires in California](#), to teaming up with local officials in Philadelphia during the recent [Papal visit](#), Nixle Community Engagement offers residents and visitors an easy, event-based keyword opt-in process to improve the communication reach for emergency personnel, while enabling a more active and transparent community. The solution also offers one-click social media publishing and anonymous tipping functionality.

For more information on how Nixle Community Engagement allows local officials, residents and area attendees to easily stay connected and engaged during high-profile events, please visit: <http://www.everbridge.com/products/community-engagement/>.

### About Everbridge

Everbridge is a global provider of SaaS-based unified critical communications solutions. During mission-critical business events or man-made or natural disasters, the Everbridge platform enables customers to quickly and reliably deliver the right message and reach the right people, on the right device, in the right location, at the right time. Utilizing sophisticated communications technologies, Everbridge has the ability to deliver and verify messages in near real-time to more than 100 different communication devices, in over 200 countries and territories, in multiple languages – all simultaneously. Everbridge is based in Boston and Los Angeles, with additional offices in San Francisco, Beijing and London. For more information, visit [www.everbridge.com](http://www.everbridge.com), read the company blog, [www.everbridge.com/blog](http://www.everbridge.com/blog), and follow on [Twitter](#) and [Facebook](#).

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